

## **IN THE CLAIMS**

Please amend claims 1, 6 and 16 as follows.

1. (Currently Amended) A computer implemented method in a Dutch auction between a plurality of potential bidders, comprising:
  - (a) generating a sequence of price values for a comparative bid parameter that is used by an originator of the auction, said sequence of price values being used to create a first view of the Dutch auction for the originator of the auction;
  - (b) selecting a price value in said sequence of price values;
  - (c) for at least a first potential bidder, transforming, using a characteristic of an auction item of a first type, said selected price value into a first bidder comparative bid parameter value that is used to create a second view of the Dutch auction for said first potential bidder, wherein said second view is associated with ~~an~~ the auction item of a the first type; and
  - (d) for at least a second potential bidder, transforming, using a characteristic of the auction item of a second type, said selected price value into a second bidder comparative bid parameter value that is used to create a third view of the Dutch auction for said second potential bidder, wherein said third view is associated with the auction item of a the second type that is different from said first type.
2. (Previously Presented) The method of claim 1, wherein (a) comprises predefining a series of price increments or decrements.
3. (Previously Presented) The method of claim 2, wherein (a) further comprises changing

said predefined series of price increments or decrements in real-time during the Dutch auction.

4. (Previously Presented) The method of claim 1, wherein (c) comprises performing one of a linear transformation, non-linear transformation, and lookup table transformation.

5. (Previously Presented) The method of claim 1, wherein (c) comprises performing a combination of linear, non-linear, and lookup table transformations simultaneously.

6. (Currently Amended) A machine readable medium having stored thereon executable code which causes a machine to perform a method to conduct a Dutch auction between a plurality of bidders, said method comprising:

generating a sequence of price values for a comparative bid parameter that is used by an originator of the auction, said sequence of price values being used to create a first view of the Dutch auction for the originator of the auction;

selecting a price value in said sequence of price values;

transforming, using a characteristic of an auction item of a first type, said selected price value into a first bidder comparative bid parameter value that is used to create a second view of the Dutch auction for a first potential bidder, wherein said second view is associated with ~~an~~ the auction item of a the first type; and

transforming, using a characteristic of the auction item of a second type, said selected price value into a second bidder comparative bid parameter value that is used to create a third view of the Dutch auction for a second potential bidder, wherein said third view is associated with the auction item of a the second type that is different from said first type.

7. (Previously Presented) The medium of claim 6, wherein said method further comprises

predefining a series of price increments or decrements.

8. (Previously Presented) The medium of claim 7, wherein said method further comprises changing said predefined series of price increments or decrements in real-time during the Dutch auction.

9. (Previously Presented) The medium of claim 6, wherein said method further comprises performing one of a linear transformation, non-linear transformation, and lookup table transformation.

10. (Previously Presented) The medium of claim 6, wherein said method further comprises performing a combination of linear, non-linear, and lookup table transformations simultaneously.

11. – 15. (Cancelled)

16. (Currently Amended) A system for conducting a Dutch auction between a plurality of bidders, comprising:

means for generating a sequence of price values for a comparative bid parameter that is used by an originator of the auction, said sequence of price values being used to create a first view of the Dutch auction for the originator of the auction;

means for selecting a price value in said sequence of values;

means for transforming using a characteristic of an auction item of a first type, said selected price value into a first bidder comparative bid parameter value that is used to create a

second view of the Dutch auction for a first potential bidder, wherein said second view is associated with ~~an~~ the auction item of a the first type; and

means for transforming, using a characteristic of the auction item of a second type, said selected price value into a second bidder comparative bid parameter value that is used to create a third view of the Dutch auction for a second potential bidder, wherein said third view is associated with the auction item of a the second type that is different from said first type.

17. (Original) The system of claim 16, wherein said means for generating predefines a series of price increments or decrements.

18. (Original) The system of claim 17, wherein said means for generating changes said predefined series of price increments or decrements in real-time during the Dutch auction.

19. (Original) The system of claim 16, wherein said means for transforming performs one of a linear transformation, non-linear transformation, and lookup table transformation.

20. (Original) The system of claim 16, wherein said means for transforming performs a combination of linear, non-linear, and lookup table transformations simultaneously.

21. -38. (Cancelled)

39. (Previously Presented) A computer implemented method in a Dutch auction between a plurality of potential bidders, comprising:

- (a) defining a sequence of bid values beginning with a first bid value and ending at a second bid value, said sequence of bid values being used in the broadcast of posted prices to a set of potential bidders;
- (b) defining, for an individual bidder, a third bid value between said first bid value and said second bid value, the third value representing an ending point in a broadcast of posted prices to said individual bidder, the ending point preceding the second bid value;
- (c) sequentially transmitting information reflective of said sequence of bid values to said set of potential bidders, wherein in the absence of an acceptance of posted price by a bidder in said set of potential bidders, said transmitting continues until said second bid value is reached; and
- (d) sequentially transmitting to said individual bidder, in the absence of an acceptance of a posted price by said individual bidder, information reflective of said sequence of bid values up until said third value is reached.

40. (Original) The method of claim 39, further comprising the step of transforming a value in said sequence of values into a bidder comparative bid parameter value, said transformed value being used to create a bidder-specific view of the Dutch auction.

41. (Previously Presented) A machine readable medium having stored thereon executable code which causes a machine to perform a method to conduct a Dutch auction between a plurality of bidders, said method comprising:

defining a sequence of bid values beginning with a first bid value and ending at a second bid value, said sequence of bid values being used in the broadcast of posted prices to a set of potential bidders;

defining, for an individual bidder, a third bid value between said first bid value and said second bid value, the third value representing an ending point in a broadcast of posted prices to said individual bidder, the ending point preceding the second bid value;

sequentially transmitting information reflective of said sequence of bid values to said set of potential bidders, wherein in the absence of an acceptance of a posted price by a bidder in said set of potential bidders, said transmitting continues until said second bid value is reached; and

sequentially transmitting to said individual bidder, in the absence of an acceptance of posted price by said individual bidder, information reflective of said sequence of bid values up until said third value is reached.

42. (Previously Presented) The medium of claim 41, wherein said method further comprises transforming a value in said sequence of values into a bidder comparative bid parameter value, said transformed value being used to create a bidder-specific view of the Dutch auction.

43. (Previously Presented) A system for conducting a Dutch auction between a plurality of potential bidders, comprising:

means for defining a sequence of bid values beginning with a first bid value and ending at a second bid value, said sequence of bid values being used in the broadcast of posted prices to a set of potential bidders:

means for defining, for an individual bidder, a third bid value between said first bid value and said second bid value, the third value representing an ending point in a broadcast of posted prices to said individual bidder, the ending point preceding the second bid value;

means for sequentially transmitting information reflective of said sequence of bid values to said set of potential bidders, wherein in the absence of an acceptance of posted price by a

bidder in said set of potential bidders, said transmitting continues until said second bid value is reached; and

means for sequentially transmitting to said individual bidder, in the absence of an acceptance of posted price by said individual bidder, information reflective of said sequence of bid values up until said third value is reached.

44. (Original) The system of claim 43, further comprising means for transforming a value in said sequence of values into a bidder comparative bid parameter value, said transformed value being used to create a bidder-specific view of the Dutch auction.

45. – 46. (Cancelled)